



Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads

Luke Sullivan

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The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional

Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict.

Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer.

- Turn great ideas into successful campaigns
- Work effectively in all media channels
- Avoid the kill shots that will sink any campaign
- Protect your work
- Succeed without selling out

Today's consumer has seen it all, and they're less likely than ever to even *notice* your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. *Hey Whipple, Squeeze This* provides the knowledge to create impressive, compelling work.

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The reason? Because this Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads is an unordinary book that the inside of the publication waiting for you to snap that but latter it will zap you with the secret the item inside. Reading this book next to it was fantastic author who write the book in such awesome way makes the content on the inside easier to understand, entertaining approach but still convey the meaning fully. So , it is good for you because of not hesitating having this anymore or you going to regret it. This book will give you a lot of rewards than the other book have such as help improving your skill and your critical thinking technique. So , still want to hesitate having that book? If I ended up you I will go to the publication store hurriedly.

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